



Date of Council Meeting: September 14, 2010

**TOWN OF LEESBURG
TOWN COUNCIL MEETING**

Subject: Downtown Improvements Project

Staff Contact: Scott E. Parker, AICP. Assistant to the Town Manager

Recommendation: Town Council endorsement of the list of Phase I downtown improvements, and authorization to proceed with design and construction of the attached Phase I list of projects.

Issue: Should Town Council endorse the list of Phase I downtown projects and authorize design and construction of the attached Phase I list of projects?

Background: In recent years, several studies have been commissioned by the Town to solidify a vision for downtown Leesburg that would serve as a catalyst for redevelopment efforts. These studies included, but weren't limited to, the 2003 Business Development Strategy, the 2006 Crescent District Master Plan, and the 2007 Downtown Market Study.

In 2008, a group of property owners, businesses, organizations, and other stakeholders who were interested in seeing the Leesburg Historic District regain vitality formed the Downtown Improvement Association (DIA). In partnership with the Town of Leesburg, the County of Loudoun, and the Loudoun County Convention and Visitors Association (LCVA), the DIA commissioned the Urban Land Institute (ULI) to convene a Technical Assistance Panel to develop an implementation plan to begin the revitalization process. The DIA utilized the ULI to develop a Strategic Implementation Plan for improvements in the downtown area. This strategic plan was presented to the Leesburg Town Council in May 2008.

The design and construction of the proposed improvements are included in the Town's FY 2011-2015 Capital Improvement Program (CIP). A budget of \$5 million has been established for the improvements. As a result of these efforts, the Town Council directed staff in January of 2010, through the approval of a design services contract with AECOM, Inc., to begin work on plans for the Downtown Improvement Project.

Outreach efforts began in earnest with the establishment of a comprehensive e-mail list of interested parties. The respective list has been the primary resource for the provision of information to the public, and is constantly updated with names of people interested in the project. At the same time, a webpage on the Town's new website under Capital Projects was updated to include new information including the availability of graphics created during the planning effort. In addition, information has been provided in the form of press releases announcing all of the stakeholders meetings, and public ads announcing the meetings were placed in both the Leesburg Today and Loudoun Times Mirror publications. It is anticipated that the improvements will be updated shortly on the Town's Facebook page as well.

On March 17, 2010, the first in the series of three stakeholders meetings was held at the Lightfoot Restaurant in downtown Leesburg. This meeting was a day-long series of four meetings, geared towards different segments of the public interested in the Downtown Improvement Project. Although everyone was invited to attend whichever meeting they wanted to, the meetings were arranged to focus on the specific interests of business groups, government related groups, downtown residents, and a general meeting for those unable to attend any of the previous meetings.

This was the first opportunity that the consultants had to address groups and individuals interested in the project. A main part of the meeting's efforts was focused on a survey that asked participants about the features of the downtown that they liked and disliked, and what things they would like to see. As a result, Town staff and the consultant began to put together a list of projects and associated graphics.

The second stakeholders meeting took place on May 13, 2010 in the lower level of Town Hall. At this meeting, the consultants presented the first list of projects and emerging graphics. A primary feature of this meeting were the "breakout groups," in which participants were asked to weigh-in on their personal view of proposed priorities by placing green dots on a map of the projects. The projects were discussed in more refined detail in order to gain additional input. This meeting was well attended also, and included a broad range of interested groups and individuals.

The third stakeholder meeting was held on June 16, 2010 in the lower level of Town Hall. This meeting focused on further refinements of the projects based on input received at the second stakeholders meeting. During the course of this well-attended meeting, consensus was generally attained on a majority of the proposed projects. However, some disagreements and lively debate did emerge at this meeting regarding the proposed improvements on King Street, between Cornwall Street and Loudoun Street.

A fourth stakeholders meeting was held July 21, 2010 at the Ida Lee Recreation Center. At this meeting, participants were asked to focus their comments on the ultimate design of King Street. Numerous speakers gave their opinions on the projects during this meeting.

At the Town Council meeting of July 27, 2010, Town staff was directed to continue outreach efforts regarding the specific proposed improvements related to the project. As a result, Town staff has contacted over 40 business and property owners in the downtown area to garner further feedback on the ramifications of the projects. While the main focus of the effort was related to the ultimate configuration of King Street, people were also contacted along Loudoun Street and Market Street as well, with input received on all of the proposed projects. Staff also had the opportunity to interview visitors from out of town, as well as casual visitors to Leesburg from nearby vicinities. The following are the highlights of the information received:

- Better signage for the availability of public parking in the garages in Town is greatly needed.
- Unified pedestrian connectivity to the downtown is a vital key to success.

- The proposed projects are welcome and needed.
- Reactions were mixed to the proposal of removing parking on King Street. Many businesses owners along King Street are wary of the ramifications associated with the loss of convenient parking along the street, as well as the possibility of prolonged construction efforts.
- The mid-block pedestrian crosswalk on King Street has broad support.
- Some business owners want the parking removed, and feel pedestrian friendliness is the key.
- Pedestrian focus and not automobiles should be the norm.

Proposal and Recommendation

After significant public input and after careful analysis, staff along with its consultant, is recommending that the Council direct staff to proceed to design and construction of the following Phase I projects, as indicated on the Key Map (Attachment 1) and the full list of proposed projects on the Order of Magnitude Construction Cost Estimate (Attachment 2):

- King Street, from North Street to Royal Street (Projects A1 through A4)
- Loudoun Street from King Street to the triangle intersection with Market Street (near Mom's Apple Pie) (Projects B1 through B3)
- Garage to King Street Pedestrian Walkway (alley) (Project C)
- The East End Triangle improvements at Mom's Apple Pie (Project D)

Balance of Improvements

With respect to the balance of projects listed on Attachment 2, Order of Magnitude Construction Cost Estimate, staff is proposing that the Town Council at this time approve and authorize design and construction of only the Phase I improvements indicated within this report. The balance of the projects shown on Attachment 2, Order of Magnitude Construction Cost Estimate, will be considered as part of the proposed Capital Improvements Program.

Cost of Proposed Improvements

The cost of the Phase I projects referenced above, with the potential addition of Project E, Market Street Sidewalk Infrastructure Repair, is as follows:

Project	Description	Cost	Estimated Construction Start	Estimation Completion
A1	King Street- Royal to Loudoun	\$258,000	Winter 2012	Winter 2013
A2	King Street- Loudoun to Market	\$697,000	Winter 2012	Winter 2013
A3	King Street- Market to Cornwall	\$302,000	Winter 2012	Winter 2013
A4	King Street- Cornwall to North	\$255,000	Winter 2012	Winter 2013
B1	Loudoun Street- King to Harrison	\$262,000	Fall 2011	Winter 2012
B2	Loudoun & Harrison intersection	\$203,000	Fall 2011(utilities) Winter 2012 (project)	Fall 2012
B3	Loudoun Street- Harrison to Market	\$238,000	Fall 2011 (utilities) Winter 2012 (project)	Fall 2012
C	Garage to King Walkways	\$395,000	Winter 2012	Summer 2012
D	East End Triangle	\$416,000	Summer 2011(utilities) Winter 2012 (project)	Summer 2012
E	Market Sidewalk Infrastructure Repair	\$500,000	Winter 2012	Summer 2012
TOTAL		\$3,526,000		

Construction Schedule

The above referenced Phase I projects is proposed to be a two-year process. Within that two year process, the proposal is as follows:

- Design of all projects to begin in October of 2010, following completion of design contract with AECOM.
- Bidding of all Phase I projects to begin in summer of 2011
- Construction of Projects B1, B2, B3, C, and D will commence in fall/winter of 2011/2012.
- Construction of Projects A1, A2, A3, and A4 to begin in spring/summer 2012. The reason for beginning construction of King Street in this time frame is:
 - King Street is the most complicated project requiring significant engineering effort.
 - Business outreach effort needs begin on King Street immediately to prepare the area for construction. Effort to include “pardon our dust” marketing and PR campaign, unified signage, and regular ad-hoc meetings with businesses and property owners. This will continue throughout the duration of the projects. It should be noted that

while significant effort will be required on King Street because of the nature of this project, this same effort will be exerted within all areas affected by construction.

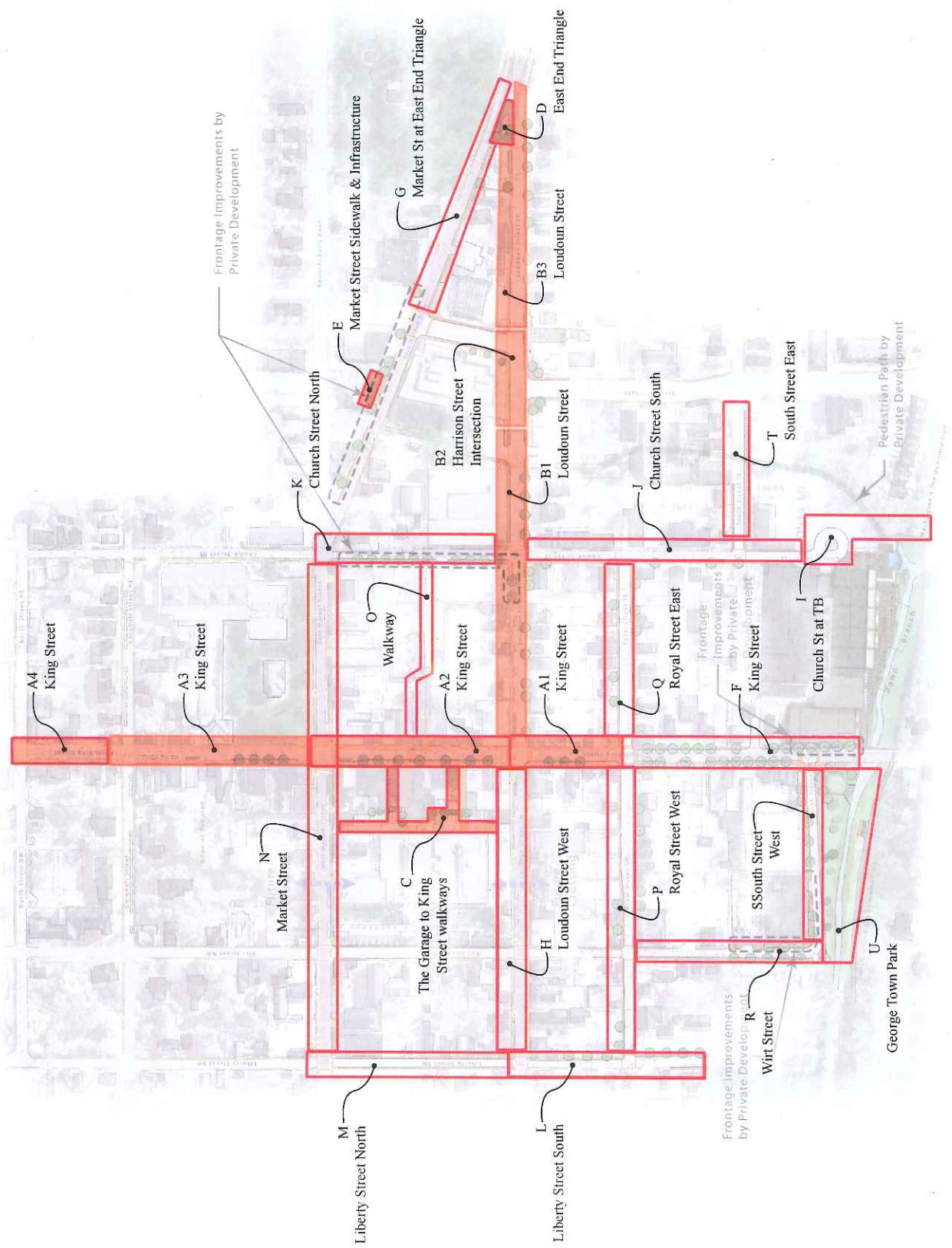
- The Garage to King walkways project needs to be done first in order to provide safe, convenient and comfortable access to King Street during construction.

Conclusion

Significant effort has been devoted to this project in the form of outreach and careful consideration as to the steps necessary to proceed. Staff feels that the proposal outlined here creates an opportunity to invest in the downtown in an efficient and effective manner. Staff is keenly aware of the need to keep businesses open, and the Town will devote significant efforts to accomplish that goal and be available for the business owners during this process. In addition, staff will strive to provide the most efficient and least disruptive construction methods possible in order to ensure success of our Downtown Improvement Project.

Attachments:

1. Key Map of improvements
2. Order of Magnitude Construction Cost Estimates
3. King Street graphic - Royal Street to Loudoun Street
4. King Street graphic - Loudoun Street to Market Street
5. King Street graphic – Market Street to Cornwall Street
6. Garage to King Street Walkway graphic
7. King Street Mid-block graphic
8. East End Triangle graphic
9. Loudoun Street Perspective
10. Loudoun Street graphic- King Street to Church Street
11. Loudoun Street graphic – Church Street to Harrison Street
12. Loudoun Street graphic – Harrison Street to Market Street
13. East End Triangle Plan

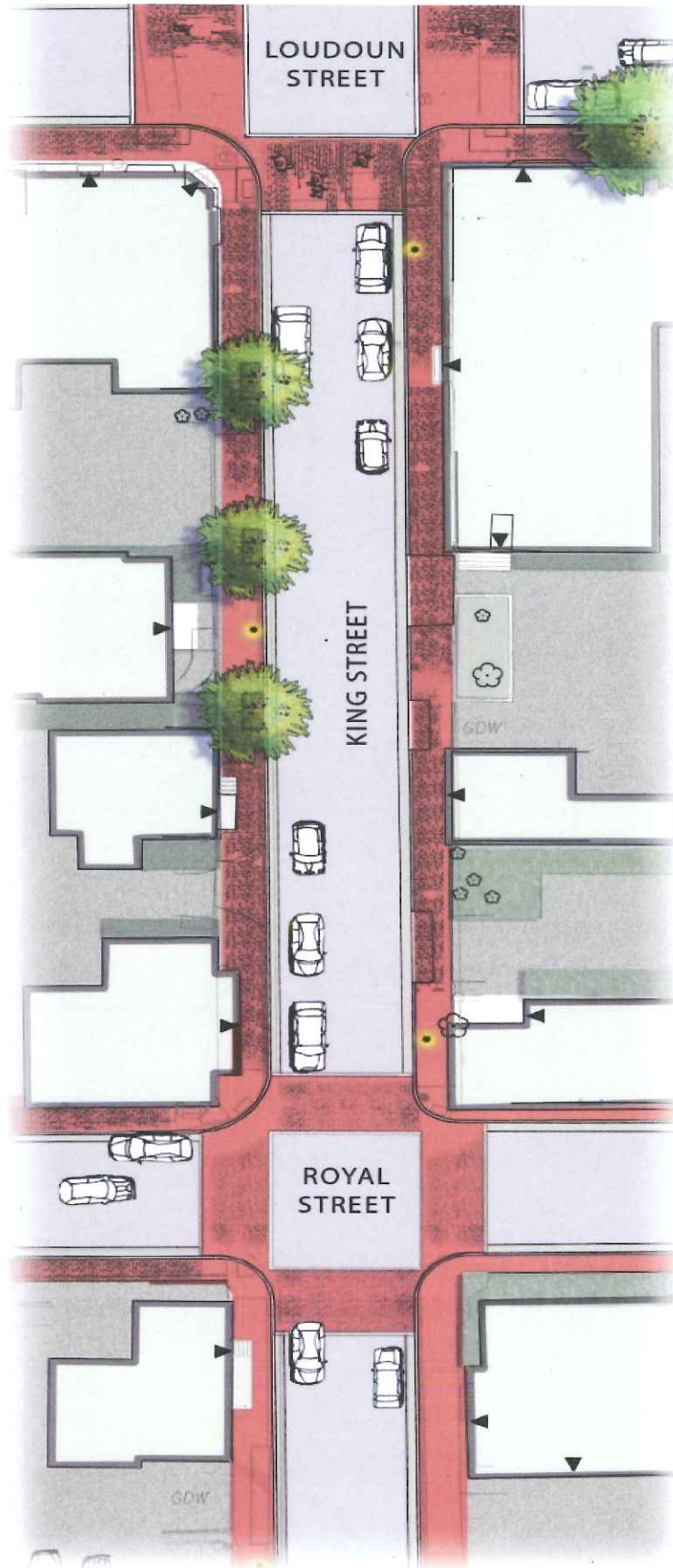


Order of Magnitude Construction Cost Estimate**2010.09.03**

Note: All Streetlights are to be funded separately

Total Costs, Per Improvement Project		
Item	Cost	Total
A1 King Street Royal to Loudoun	\$258,000	
A2 King Street Loudoun to Market	\$697,000	
A3 King Street Market to Cornwall	\$302,000	
A4 King Street Cornwall to North	\$255,000	
B1 Loudoun Street King to Harrison	\$262,000	
B2 Loudoun & Harrison Intersection	\$203,000	
B3 Loudoun Street Harrison to Market	\$238,000	
C Garage to King Street Walkway Improvements	\$395,000	
D East End Triangle	\$416,000	
E Market Infrastructure Repair	\$500,000	
Sub Total - Phase I		\$3,526,000
F King Street Town Branch to Royal	\$555,000	
G Market Street at East End Triangle	\$86,000	
H Loudoun Street West	\$86,000	
I Church Street at Town Branch	\$260,000	
J Church Street South	\$321,000	
K Church Street North	\$240,000	
L Liberty Street South	\$145,000	
M Liberty Street North	\$237,000	
N Market Street	\$119,000	
O Walkway from King to Church	\$14,000	
P Royal Street West	\$421,000	
Q Royal Street East	\$265,000	
R Wirt Street	\$301,000	
S South Street West (at Georgetown Park)	\$189,000	
T South Street East	\$171,000	
U George Town Park	\$275,000	
Sub Total - Phase II		\$3,685,000
Total, All Projects		\$7,211,000

Total Revenue (CIP Items for Church St & Downtown Improvements)		\$5,300,000
Implementation Strategy	-\$150,000	
Design Budget, +/-	-\$500,000	
Approximate Currently Available Construction Funds		\$4,650,000

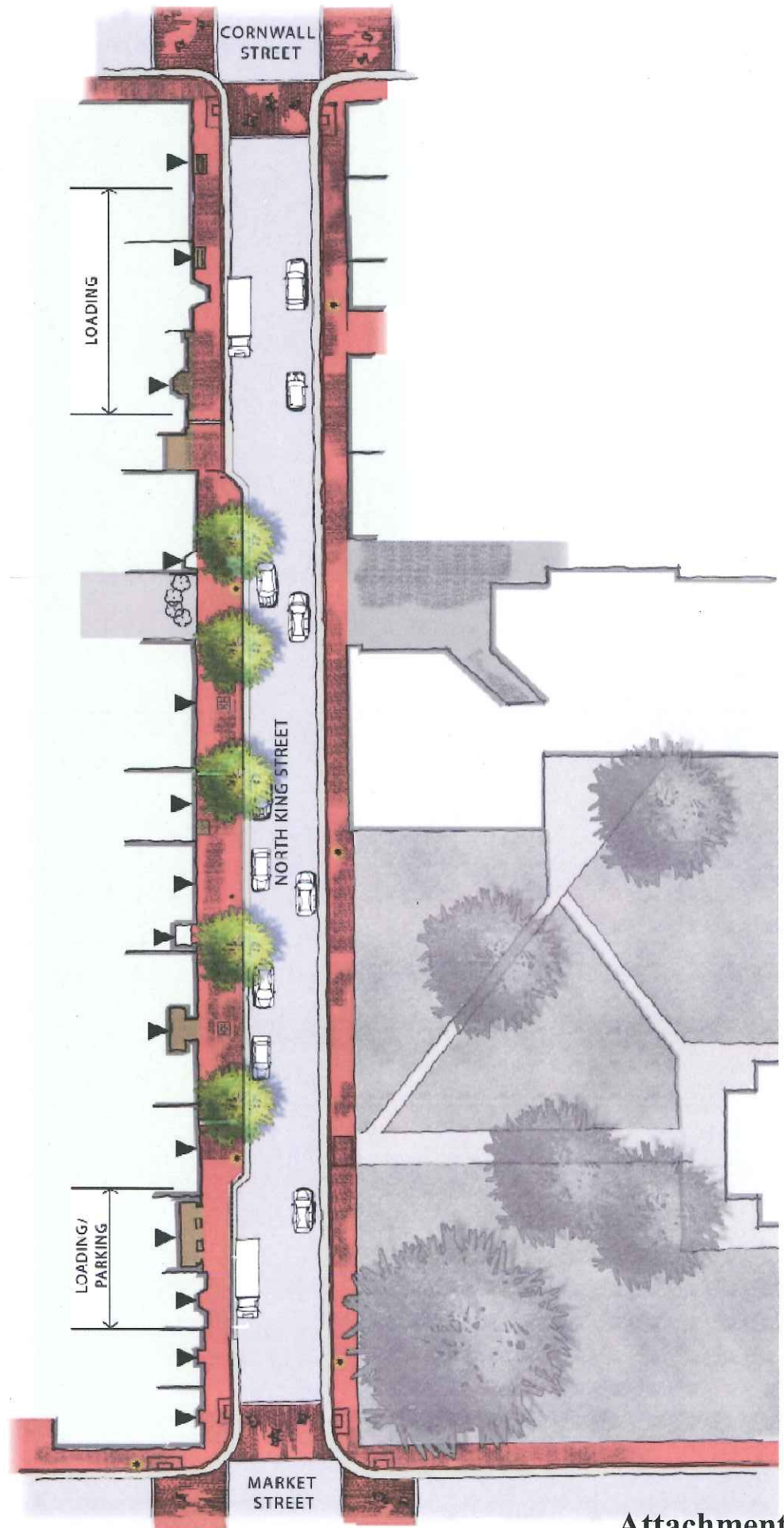


King Street – Royal Street to Loudoun Street



King Street – Loudoun Street to Market Street
(Including Garage to King Street Walkways and Mid-block Crossing)

King Street – Market Street to Cornwall Street



Garage to King Street Walkways





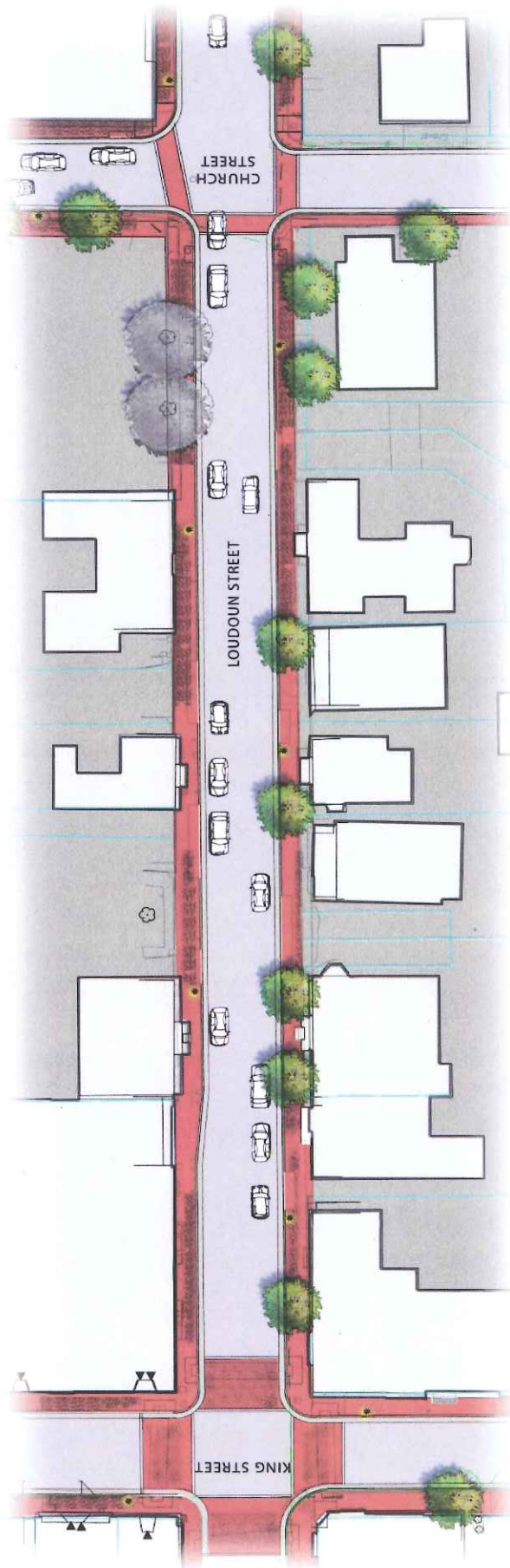
King Street with Mid-block Crosswalk



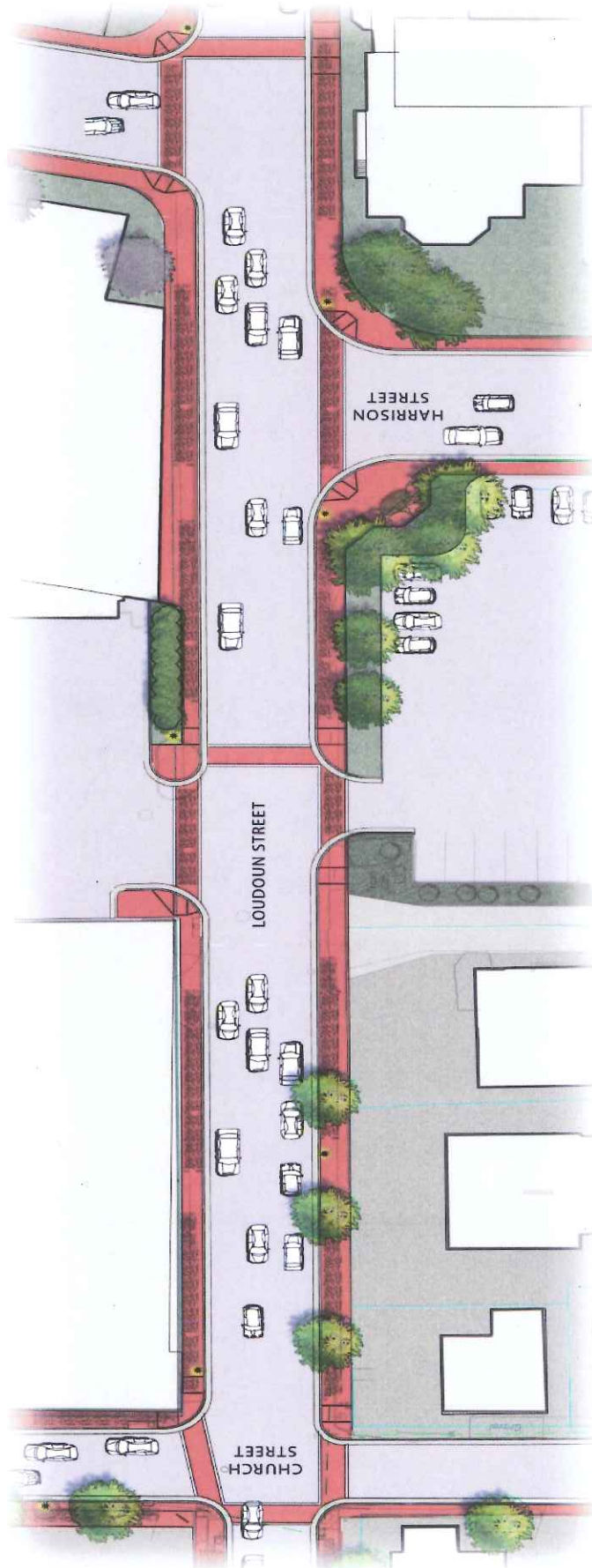
East End Triangle

Loudoun Street Views

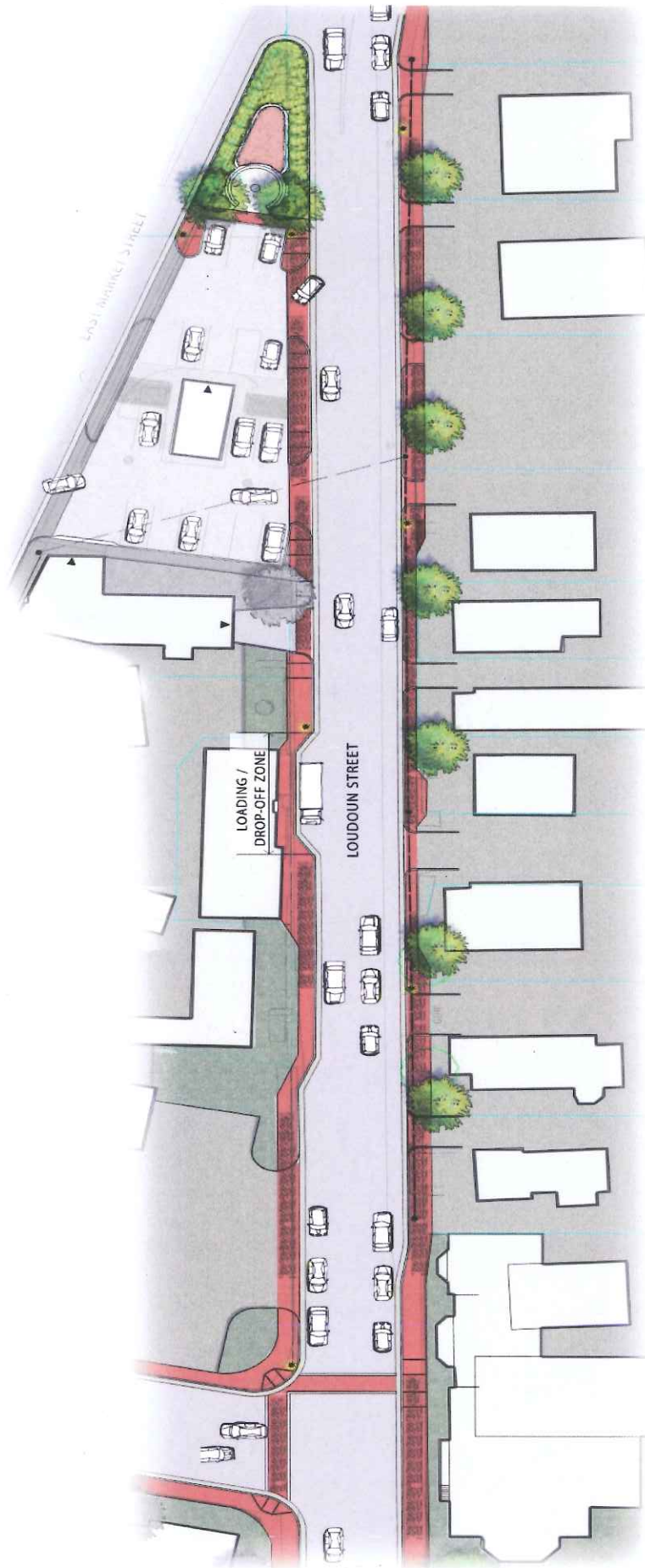




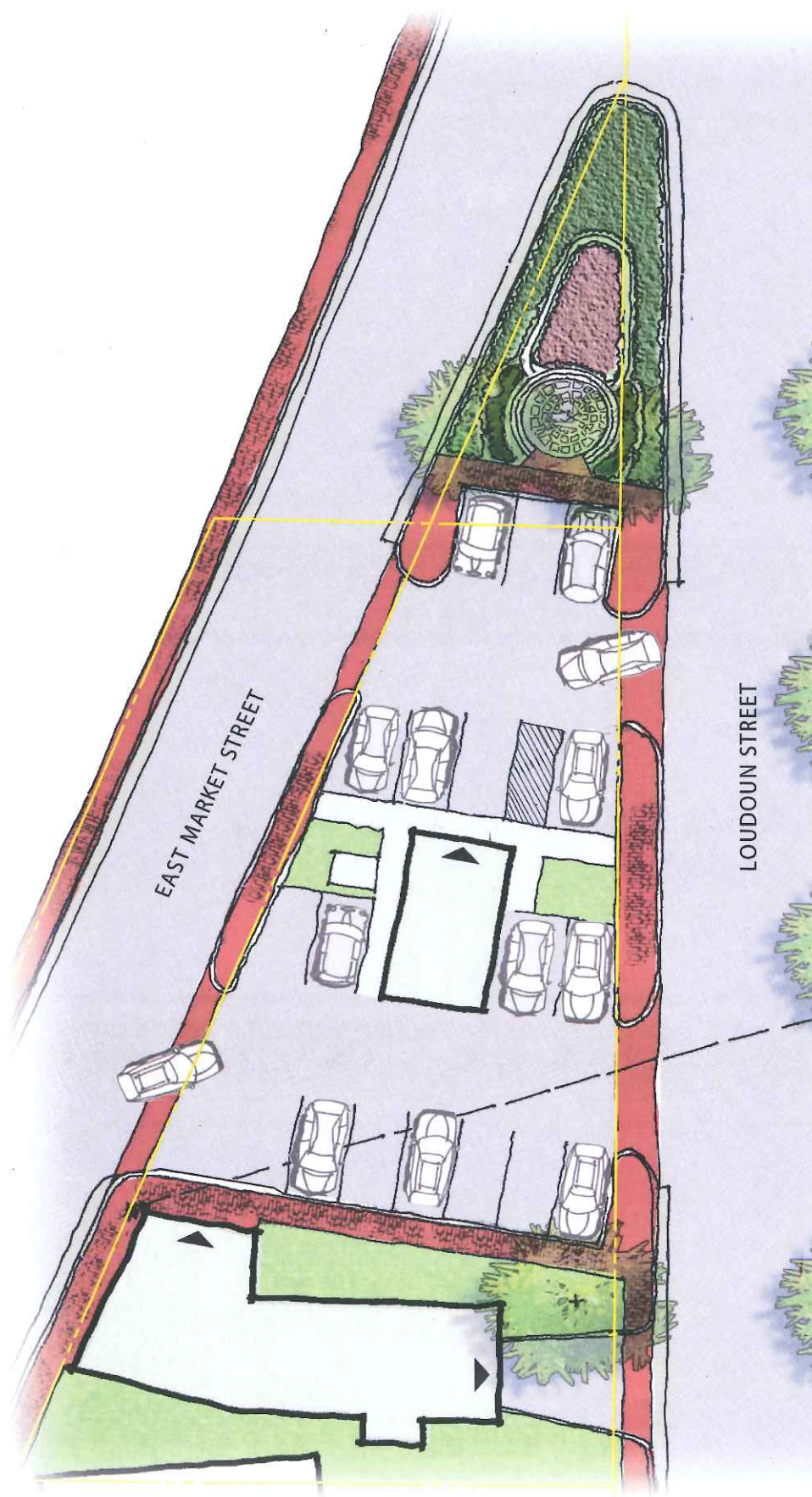
Loudoun Street – King Street to Church Street



Loudoun Street –Church Street to Harrison Street



Loudoun Street – Harrison Street to Market Street



East End Triangle

(parking lot improvements not included)